Running head: THE PICK-A-CAREER WIKI 1

The Pick-A-Career Wiki

Kristi Roza-Cabello

Keller Graduate School of Management

THE PICK-A-CAREER WIKI 2

The Pick-A-Career Wiki

The intent of this wiki would be for career counselors to use in their office with outgoing high school seniors. The users of the wiki would be senior high-school students and the career counselor, but must be previously approved by the administrators. The wiki would be viewed by students, ranging between 17-19 years of age. Although this age group is overall technology advanced, a wiki for this age of stakeholders would need to be appealing through ease of use, basic factual information, graphics, and audio. The intent of the wiki is to show various career options for the student after basic college experience to the equivalency of a career certificate or an associate’s degree.

The wiki could identify various entry-level jobs, the needed skill set, personality traits, and the potential earnings for the different positions. Examples of the identified entry-level areas of interest should be some of the more common for job seekers of this age, such as: administrative and clerical, customer service, healthcare, marketing, military, sales, and technology. In order to be appealing to the young adult stake-holder, it is important that the Pick-A-Career Wiki has visually stimulating graphics, sounds, and mini-videos to capture its audience. I do not believe it needs an instruction area describing “move the mouse over the areas to get more information”. All multi-media should be modern and colorful without being child-like. Each career area should have an image that matches, for example a .jpeg image of an office/desk graphic for administrative and clerical. Each career image might also have its own audio which is activated or triggered as the curser is placed over the graphic. For example: the audio for sales could a low ringing telephone since sales usually includes a lot of over the phone

THE PICK-A-CAREER WIKI 3

communication. However the audio should not be an over powering sound or be too startling for the viewer. Too much of any audio could be distracting and annoying.

Additional advantages on this type of wiki could be links to other areas of interest for the students such as links to local schools or career colleges that would benefit the student in their specified areas of interest. Other ideas: surveys for students, links to career development sites, job searching, etc. Any additional resources should be in the area of career development or any positive direction for the outgoing senior.

The wiki is to be set up only as a resource tool through the career counselor’s office. This would limit the use and security for the wiki since it would be accessed only through the counselor’s office. My original thought is that it would be used specifically for the local high school and should be based on the cost of living or socio economical factors, but this would mean continual researching and often updating on behalf of the career counselor. This might be a substantial additional task for an already overworked school counselor unless this was completed in the final semester of school in which the update needed only to be yearly. If this type of resource was used in an open forum for anyone to use there would be an area to enter a zip code that would then generate the earnings specifically for that area. These would all be thoughts to consider given a tool such as the Pick-A-Career Wiki.

Attached is a very basic drawing of how the page might look. The pull-out box is what would highlight from the career image/logo.

Very Basic image of how the page might look

**Once activated:** Example for Sales Jobs: Audio: telephone ring Information: person tends to have strong sales skills, product knowledge, good people skills, can work independently, and motivated Potential earnings: $23k full-time

Learn more about the best career for you!

What skills do you need? How much money can you earn?



[http://t2.gstatic.com/images?q=tbn:3YAmlicGvC1hPM:http://www.trade-schools.net/devry-university/logo.jpg](http://images.google.com/imgres?imgurl=http://www.trade-schools.net/devry-university/logo.jpg&imgrefurl=http://www.trade-schools.net/devry-university/default.asp&usg=__zy77__y_WYTbaUotzJh15yED5hI=&h=120&w=218&sz=29&hl=en&start=5&sig2=6XXu7CAme642dGNHd1ZyuQ&um=1&itbs=1&tbnid=3YAmlicGvC1hPM:&tbnh=59&tbnw=107&prev=/images%3Fq%3Ddevry%2Buniversity%2Blogo%26um%3D1%26hl%3Den%26tbs%3Disch:1&ei=cAm4S_X2I4HStQOL57zoDA) [http://t0.gstatic.com/images?q=tbn:tqnQndzG2sdhNM:http://www.theorrellgroup.com/images/heald_college_logo.gif](http://images.google.com/imgres?imgurl=http://www.theorrellgroup.com/images/heald_college_logo.gif&imgrefurl=http://www.theorrellgroup.com/clients.html&usg=__bmHGbKQyfNG3AJcpy63SZOakzhM=&h=92&w=182&sz=4&hl=en&start=7&sig2=F_2k9liGFySp4HHLBhKfmA&um=1&itbs=1&tbnid=tqnQndzG2sdhNM:&tbnh=51&tbnw=101&prev=/images%3Fq%3Dheald%2Bcollege%2Blogo%26um%3D1%26hl%3Den%26tbs%3Disch:1&ei=kgm4S86RAp62tgPjm_XpDA) [](http://images.google.com/imgres?imgurl=http://www.woodardworks.com/images/logo/sjvc.gif&imgrefurl=http://www.woodardworks.com/logo07.html&usg=__VV3Tw96276KQ_RKVVCHuSpi_768=&h=318&w=350&sz=6&hl=en&start=8&sig2=O79KErf4Y3h1VcwVAtRLqA&um=1&itbs=1&tbnid=-5q25an8LXbI9M:&tbnh=109&tbnw=120&prev=/images%3Fq%3DSJVC%2Bcollege%2Blogo%26um%3D1%26hl%3Den%26tbs%3Disch:1&ei=ogm4S5_1FIfItAObv8DoDA)[http://t0.gstatic.com/images?q=tbn:0KrESVss6jmk9M:http://www.csufresno.edu/ucomm/standardsmanual/downloads/SunLogoFresnoState.jpg](http://images.google.com/imgres?imgurl=http://www.csufresno.edu/ucomm/standardsmanual/downloads/SunLogoFresnoState.jpg&imgrefurl=http://www.csufresno.edu/ucomm/standardsmanual/downloads/index.shtml&usg=__RljfToDyRpZFNvc-KK9Md5H7cs4=&h=532&w=2010&sz=258&hl=en&start=12&sig2=B0928SfQTTrc-nA6izHi6A&um=1&itbs=1&tbnid=0KrESVss6jmk9M:&tbnh=40&tbnw=150&prev=/images%3Fq%3Dfresno%2Bstate%2B%2Blogo%26um%3D1%26hl%3Den%26tbs%3Disch:1&ei=vgm4S7OCN6DgtQP5mPDoDA) [](http://images.google.com/imgres?imgurl=http://w4.campusexplorer.com/media/376x262/media-7794955F.png&imgrefurl=http://www.campusexplorer.com/colleges/F29E1B5F/California/Fresno/Fresno-City-College/&usg=__WplzYfFl9gpFJivel3fxfk-2cWE=&h=262&w=376&sz=12&hl=en&start=3&sig2=0dcOK_hB57sRDqWYL8Di8A&um=1&itbs=1&tbnid=gXMRfuD-92aGlM:&tbnh=85&tbnw=122&prev=/images%3Fq%3Dfresno%2Bcity%2Bcollege%2Blogo%26um%3D1%26hl%3Den%26tbs%3Disch:1&ei=5Qm4S5--NKXYswOzyJ3rDA)

**Marketing**

**Customer Service**

**Technology**

**Medical**

**Military**

**Sales**

**Administrative/Clerical**